

MINUTES

LOUISIANA SWEET POTATO COMMISSION

THURSDAY, APRIL 23, 2009

10:00 AM

L.S.U AGCENTER – AVOYELLES PARISH OFFICE

8592 HIGHWAY 1

MANSURA, LA 71350

CALL TO ORDER

Chairman Mark Fields called the meeting to order at 10:00 am

ROLL CALL

Mr. René P. Simon called the roll. A quorum was declared.

MEMBERS PRESENT

Mark Fields
Nelson Bordelon
Lee Jones
Ryan Quebedeaux
Larry Fontenot
Larry Thibodeaux
Kenneth Thornhill

MEMBERS ABSENT

Commissioner Mike Strain
Randy Deshotel
James Deshotel
Kelsey McKoin
Venoy Kinnaird

APPROVAL OF MINUTES

MOTION made by Kenneth Thornhill and second by Lee Jones to approve the minutes from the January 6, 2009 meeting. The motion was passed unanimously by voice vote.

FINANCIAL REPORTS

The financial reports from March 31, 2009 were read by Executive Director René P. Simon.

MOTION made by Larry Fontenot second by Kenneth Thornhill to accept the financial report. The motion was passed unanimously by voice vote.

REPORT BY AL MC DUFF, DIANE ALLEN and ASSOCIATES ON THE ADVERTISING AND PROMOTION BUDGET

Mr. Al McDuff with Diane Allen and Associates reported on successes and progress made promoting Louisiana sweet potatoes. He updated the Commission on the 2009 Sweet Rewards Recipe Contest, Web site revisions and Holly Clegg's appearance schedule.

Mr. McDuff also presented a restructured budget that calls for approximately \$82,000 in total expenditures for promotions for the fiscal year 08-09. He also presented a preliminary budget for fiscal year 09-10 of \$90,657. This would be an increase of \$4,000 for Holly Clegg, and restoring some ad placement in the trade journals *The Packer* and *Produce News*.

ELECTION OF OFFICERS FOR FY 09-10

Motion by Nelson Bordelon, seconded by Kenneth Thornhill to elect Larry Fontenot chairman. Motion by Mr. Bordelon and seconded by Mr. Thornhill to close the nomination, and Mr. Fontenot was elected by acclamation. Motion carried.

Motion by Nelson Bordelon, seconded by Lee Jones to elect Venoy Kinnaird as Vice Chairman. Motion by Mr. Bordelon and seconded by Mr. Jones to close nominations, and Mr. Kinnaird was elected by acclamation. Motion carried.

PUBLIC COMMENTS

René Simon informed members of the new ethics reporting laws, and handed out copies of the new reports. Chairman Fields asked that Mr. Simon send copies to members who were not present.

Chairman Fields appointed Mistery Fontenot, Thibodaux, Quibedeaux, and Thornhill to a budget subcommittee to meet following adjournment of the Commission meeting. The subcommittee will discuss projected income and expenses for FY 09-10 in regards to projected decline in income from the hurricane damaged crop.

Chairman Fields thanked everyone for their help during his term as Chairman, and also for making the National Sweet Potato Association meeting a success.

NEXT MEETING DATE

The Commission will be polled and a meeting set for June 2009.

ADJOURNMENT

MOTION made by Mr. Thornhill second by Mr. Jones to adjourn. The motion was passed unanimously by voice vote.